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North American Conservation Education Strategy Using Core Concepts Webinar – Participant Input

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General Comments:

- Nicholas: We have used them with Project WILD (Council for Environmental Education)
- Nicholas: and in our Aquatic Revisions Activities 12.
- Stephanie: Is anyone using the CC to reach out to manufacturers?
- Victoria: Did you encounter resistance to forming agency-wide core concepts and if so from whom and how did you work with them to overcome it?
- Judy G.: Florida has a wide group of all agency programs represented. With that said, there were many many discussion and changes. The senior leadership team had to approve and it took a while to get all on board
- Linda: Have any states been able to formally incorporate the core concepts into their school curriculum standards?
- Scot: Yes, in Texas Outdoor Adventures has the CC in 117 schools in the Physical Education course. Outdoor Adventures is through the Dallas Ecological Foundation and Proud Partner with Texas Parks and Wildlife Department
- Nicholas: Council for Environmental Education (CEE) is working to embed them into the Project WILD Aquatic curriculum expansion

How are you using the Core Concepts?

- AZ Game and Fish: The core concepts have been integrated into our Hunter Education Curriculum
- Scot: Outdoor Adventures Education uses them throughout the physical education curriculum
- Linda: Used them in program messaging, although didn't know they were "core concepts" at the time
- Judy: We used them with our public affairs division and determined how our programs and materials helped to meet them
- Michelle: New Jersey consolidated the 11 key messages into 8 points that get conveyed into agency education programs and on our website
- AZ Game and Fish: We consider core concepts during many of our live animal presentations. In addition, we incorporate the messaging at our annual Outdoor Expo.
- Victoria: Introduced core concepts to our Commission to raise their awareness. Concepts are also being used in conservation education programs
- Judy G: At FL Fish and Wildlife we have "Floradapted" them and have 12 that are not being rolled out in agency – currently being woven in your conservation curriculum and wildlife viewing curriculum.
- Doug: Alabama uses in news releases and programs
- Judy: We have also been introducing them to our resources division
- Shelly: Texas is preparing to roll out a condensed version of the values in the Conservation Education Strategy and an internal toolkit to all TX Parks and Wildlife Staff in the next few weeks.

- Mary: WET/WILD/HRW facilitators incorporate into workshops
- Judy: We are also looking at which ones are used in which conservation education program
- Judy G: Next step in Florida is internal workshops or webinars just like this with staff around the state
- AZ Game and Fish: All new formal classroom lessons are being correlated to at least one core concept

How do you use the Core Concepts for Planning?

- Carolyn: Used core concepts in developing strategic plan for our regional schoolyard habitat program
- Judy G: working with agency planning staff to align core concepts with strategic plan and agency level operational planning
- Texas Parks and Wildlife: Using in new employee orientation and strategic plan
- Victoria: Idaho created a specific exhibit at the MK Nature Center to highlight the conservation legacy of hunters and anglers. We also want to include information on how other wildlife recreationists can add to this legacy
- AZ Game and Fish: They are being used for the interpretive plan for our new wildlife education center
- Kerry: We use it in planning our outreach efforts in training educators with Project WILD as well as students with Envirothon
- Judy: aligned our programs to core concepts and benchmarks

How are you using the core concepts for messaging?

- Richard: May consider working with our information specialists that answer internet queries to incorporate CC into responses.
- Kay: State Park staff training - often we combine natural resources and interpretive training in one event and the core concepts would tie them together well
- Valerie: Our administrators could use them when educating legislators in our state about the work of our agency.
- Nicholas: Used them in curriculum development
- Victoria: I love the idea of customizing the core concepts to an agency. It would help employees feel a part of and understand the value of conservation education to agency missions.
- Carolyn: website messages, classroom messages
- Jennifer: Providing copies of the list of core concepts to the public at festivals and events.
- Linda: Emphasized the role of private landowners (concept #2) during public programming, namely during our Backyard Habitat series of classes.
- Judy: Training partners on concepts and then see how we can connect with them to help them get our messages out
- Texas Parks and Wildlife: website home page themes; "onboarding" with new employees; aligning with our media products (video, magazine, education programs)
- AZ Game and Fish - Eric: We are trying to realign each of our outreach efforts (public presentation, classroom lessons, museum displays, etc.) to tie in with at least one core concept.
- Rusty: Re Evaluate all of our programs to implement all the core concepts
- Judy: Information unit would take and make into simple basic messages.
- Judy: Video productions for our weekly tv show on a core concept
- Texas Parks and Wildlife: Our sound bites: Everything is connect, Everyone plays a role; Life's better outside

- AZ Game and Fish - Eric: Once programs are aligned to specific core concepts, you can do gap analysis to determine what messages are lacking. Could guide new program development.
- Rusty: Develop a similar sheet as did Indiana and post them at ed facilities and kiosks
- Judy: Create a training video for staff members
- Ethan: include examples of how these core concepts translate into action in how we live... work.
- Judy Gillan: I like the idea someone had about new employee orientation too

Brainstorm ways to use core concepts

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- Ethan: Include examples of how these core concepts translate into action in how we live...work
- Judy G: I like the idea someone had about new employee orientation too
- Victoria: Spreading the word to the public can help them see how they are important to their wildlife resource
- Suzie: Incorporate into our volunteer training